

PROJECT REPORT ON
“A STUDY ON INVESTMENT ANALYSIS OF BOSCH LTD, BANGALORE”

Submitted By

Ms.SHREEVIDYA

USN: 4AL17MBA36

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE
Dr. NAGENDRA S
Department of MBA
A.I.E.T, Mijar
Moodbidri

EXTERNAL GUIDE
Mr. MURALI N S
General Manager
Bosch Ltd,
Bangalore



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI

APRIL-2019



Bosch Limited
Post Box. No. 3000
Hosur Road, Adugodi
Bangalore - 560 030
India
www.boschindia.com
CIN : L85110KA1951PLC000761

Tel. :

Fax :

Date

Your ref/date

Our ref

BanP/HRL

15.02.2019


TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Shreevidya**, student of Alva's Institute of Engineering and Technology, has completed her internship / project at our Bangalore Plant, Bosch Limited during the period **03.01.2019** to **15.02.2019**.

During her stay in our company, we found her performance and conduct to be good.

We wish her all success in life and career.

Yours faithfully,
for Bosch Limited,


Srinivasa B A
Deputy General Manager
(Human Resources)



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Visvesvaraya Technological University, Belagavi

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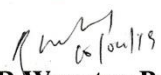
Date: 10th April 2019


Certificate

This is to certify that **Ms. SHREEVIDYA** bearing **USN 4AL17MBA36** is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report entitled "**A STUDY ON INVESTMENT ANALYSIS OF BOSCH LTD, BANGALORE**" is prepared by her under the guidance of **Dr. Nagendra S**, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.


Dr. Nagendra S
Internal Guide


Dr. R. Wranton Perez
HOD, MBA


Dr. Peter Fernandes
Principal

EXECUTIVE SUMMARY

Internship is a one of the best opportunity to get a practical experience regarding academics'. It is helpful to gain the opportunities and also develop the working skills it is one way to apply the theoretical concept to practical experience.

From a business perspective, an extensive study was done on the investment analysis made by the company ,ownership pattern, achievements and awards of the company, future growth and prospects, A thorough SWOT analysis was conducted to highlight strategically strengths, weaknesses, opportunities and threats. A financial analysis was conducted to determine the liquidity ratio.

It can be concluded that the company has a strong background in its industry and will continue to be the best company in South India. The management is well prepared for the future technological challenges and they have been adapting to the situation and the government agencies.

More importantly my view of the company is that it is positioned strongly, departments are well managed and employee working conditions are good. There are amicable relations between the various department make possible for Bosch limited to optimize its functioning. The staffs are very co-operative and time conscious and cultured. Each staff member is taking active part in the organization and they are working according to the rules and regulations of the company.